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## A Study of Effective Marketing Technique for FMCG in Latur District

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### Introduction :

Consumer's behavior varies according to situation of the market and availability of the products. It keeps on changing with different parameters used by sellers like discounting offers, festival offers and attractive arrangements. Researchers try to point out the impact of marketing technique for FMCG market. The present study tried to focus on consumer's response to different marketing technique about FMCG products.

### Objectives :

1. To know the different techniques used for marketing in FMCG in Latur district.
2. To know the impact on consumers of marketing technique.

### Research Methodology :

Data plays an important role in research. Both primary and secondary data is collected with an object of careful analysis and interpretation.

### Primary Data :

A well designed, structured and orderly formed questionnaire has been used to collect responses from the targeted respondents. Feedback is obtained through it by personally visiting the respondents at their workplace. The primary data collection is made by personally visiting the customers in the district. The sample of 100 respondents has been selected for the study.

### Secondary Data :

Following are some of the prominent features of secondary data used for this research work.

Referred interviews and articles published in news papers, referred research articles published in various journals and magazines, referred books, referred Ph.D. thesis and internet sites to access latest information related to research topic



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## Data Analysis and Interpretation:

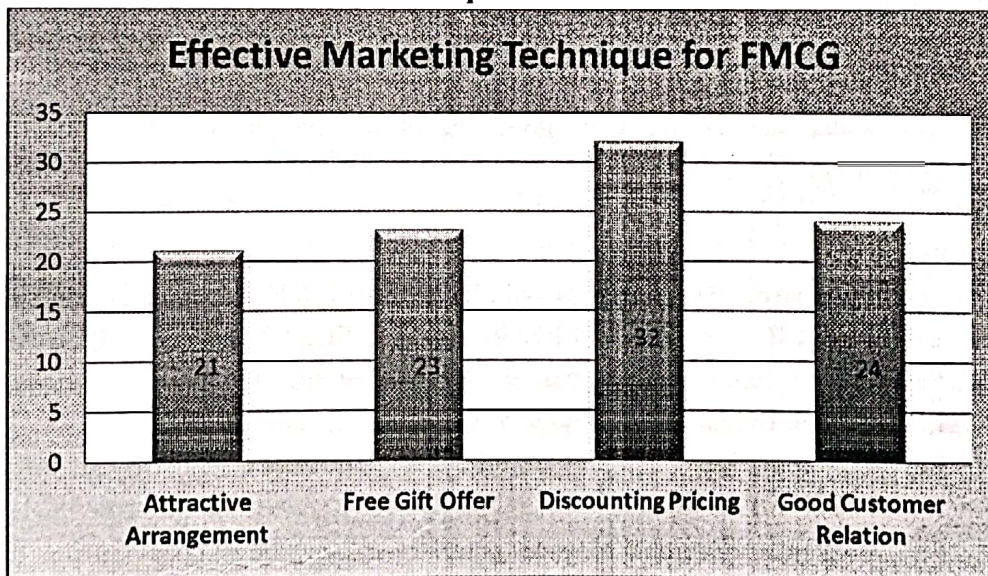
### Effective Marketing Technique for FMCG

Marketing techniques are the purposeful attempts in order to extend profit and sale possibilities. Types of marketing techniques are completely depending upon the nature of the commodity. In the same way FMCG articles also react positively for specific marketing activities. Following table and graph also presents idea of effective marketing techniques fruitful for FMCG articles.

Table No. 1.1  
Effective Marketing Technique for FMCG

Sr. No.	Marketing Technique	Respondents
1	Attractive Arrangement	21
2	Free Gift Offer	23
3	Discounting Pricing	32
4	Good Customer Relation	24
<b>Total</b>		<b>100</b>

Graph No. 1.1



According to the responses majority of the sellers i.e.32% have stated that providing discount on the price of domestic articles is most fruitful marketing

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technique. As per 24% respondents maintaining good customers relationship prove as most successful marketing technique of domestic articles. 23% of them have marked that giving free gift offers to FMCG customers act as effective marketing attempt. At the same time attractive arrangements of FMCG article at selling terminal is considered as effective marketing technique by 21% of the respondents.

## Findings :

Discount, good customer relation and free gifts are most fruitful attempts followed by sellers of FMCG articles. As domestic articles are regularly purchased by almost every individual, discount and free gifts gives new attractive pattern to the customers and prove as attracting material in such buying. Discounting pricing ensures sellers to fetch more sale possibilities while free gifts add their real income on a very regular basis.

## Conclusion :

Marketing techniques are the purposeful attempts in order to extend profit and sale possibilities. Discount, good customer relation and free gifts are most fruitful marketing techniques followed by sellers of FMCG articles.

## Suggestions :

- Sellers have to arrange discount price of the products according to need of consumers products.
- The seller has to maintain good customer relation to fetch more sale possibilities.

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